



**California Department of Public Health
H1N1 Lessons Learned in Crisis Communication**

July 29, 2010

H1N1 and Public Information and Warning



- ▶ H1N1: history of a public health emergency
- ▶ Activating the Media Plan
- ▶ Lessons Learned

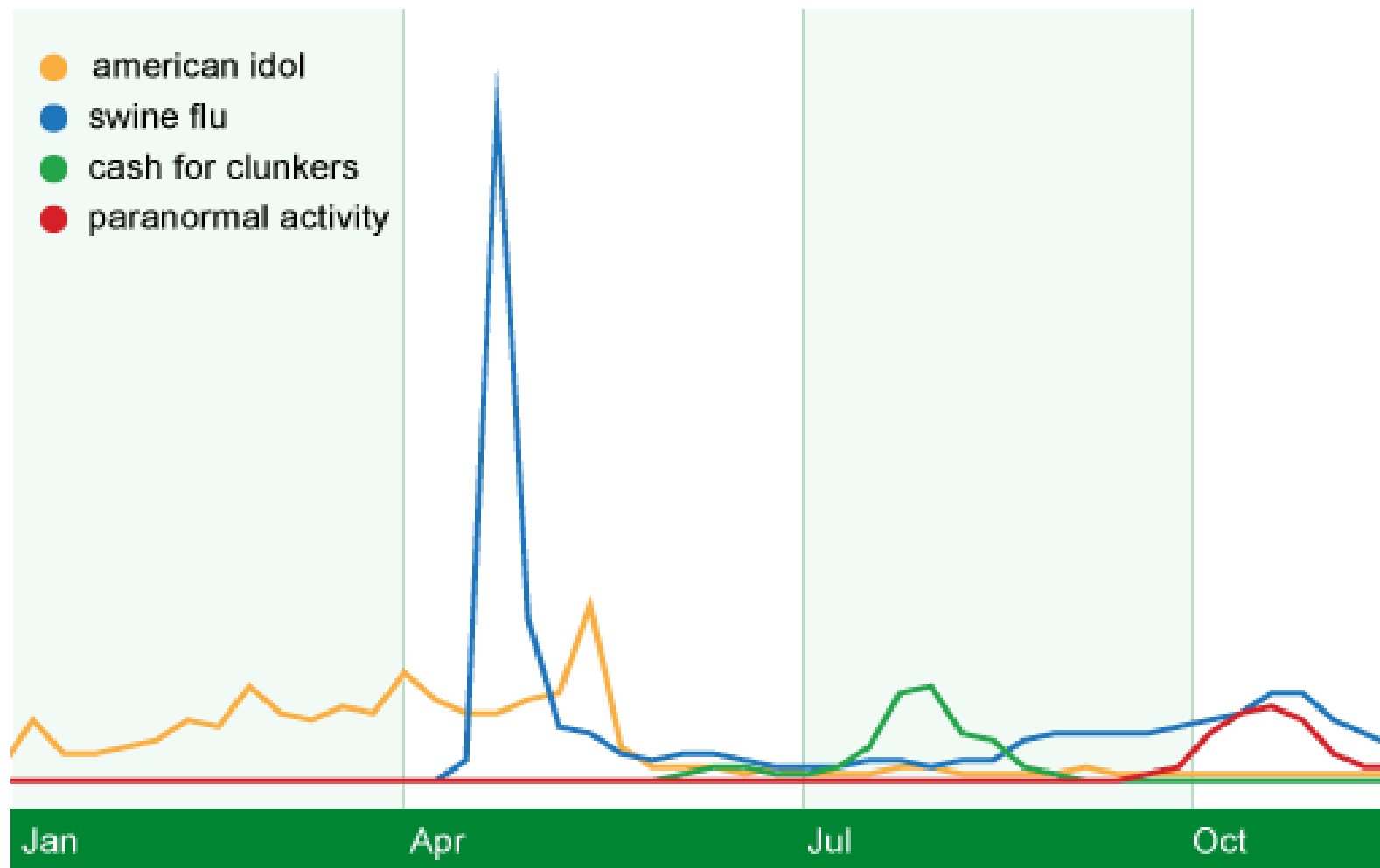
The First 2 Cases



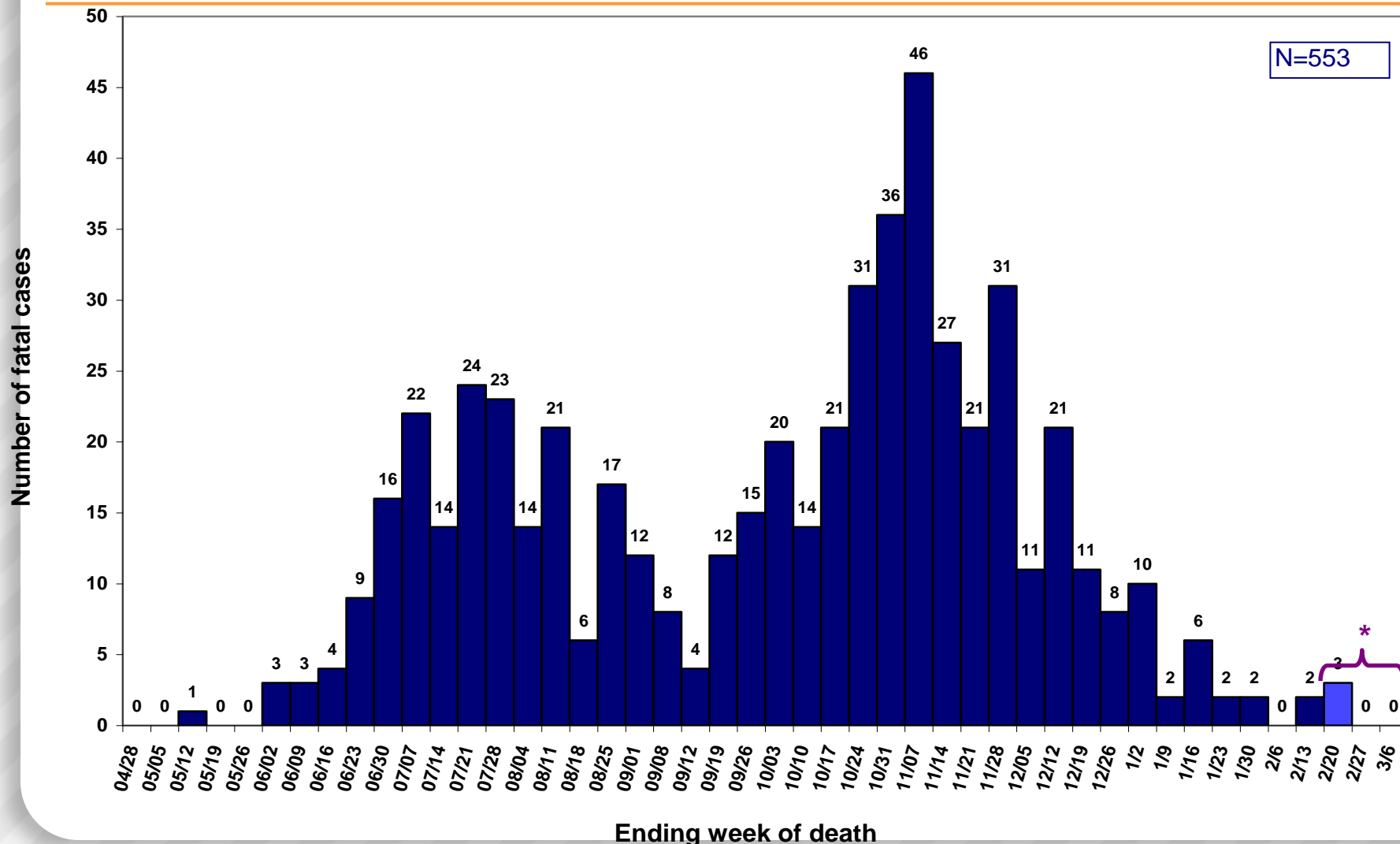
“Today we report that we have confirmed two cases of swine influenza from children in California....”

CDC April 21, 2009

Google Most Popular Searches 2009

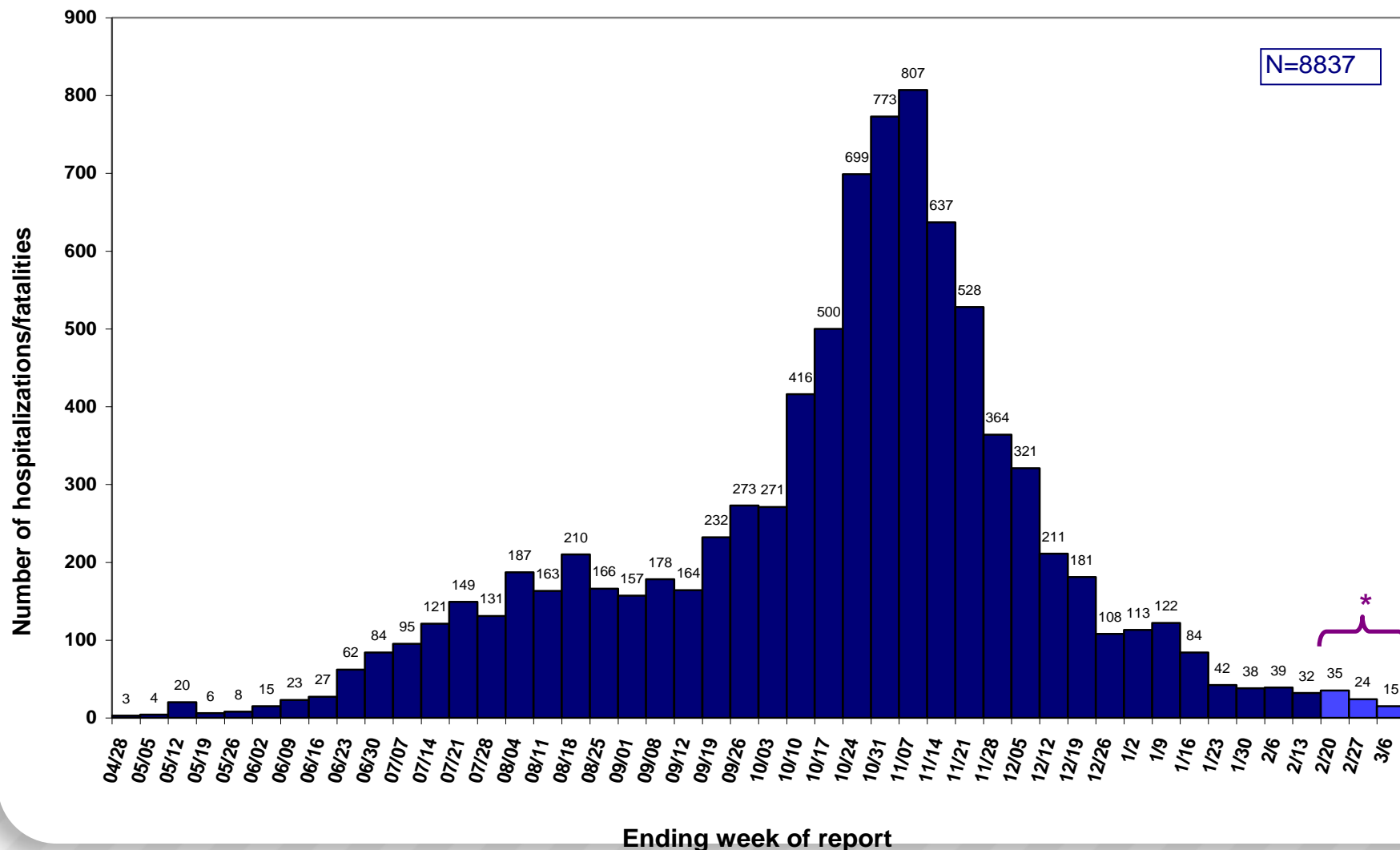


Weekly number of fatal 2009 H1N1 influenza cases in California by week of death, week ending April 28, 2009 – March 6, 2010



* Due to some delay in reporting, the number of cases for this three-week period may actually be higher

Weekly number of hospitalized/fatal 2009 H1N1 influenza cases in California by week of report, week ending April 28, 2009 – March 6, 2010



Media Plan for Pandemic H1N1

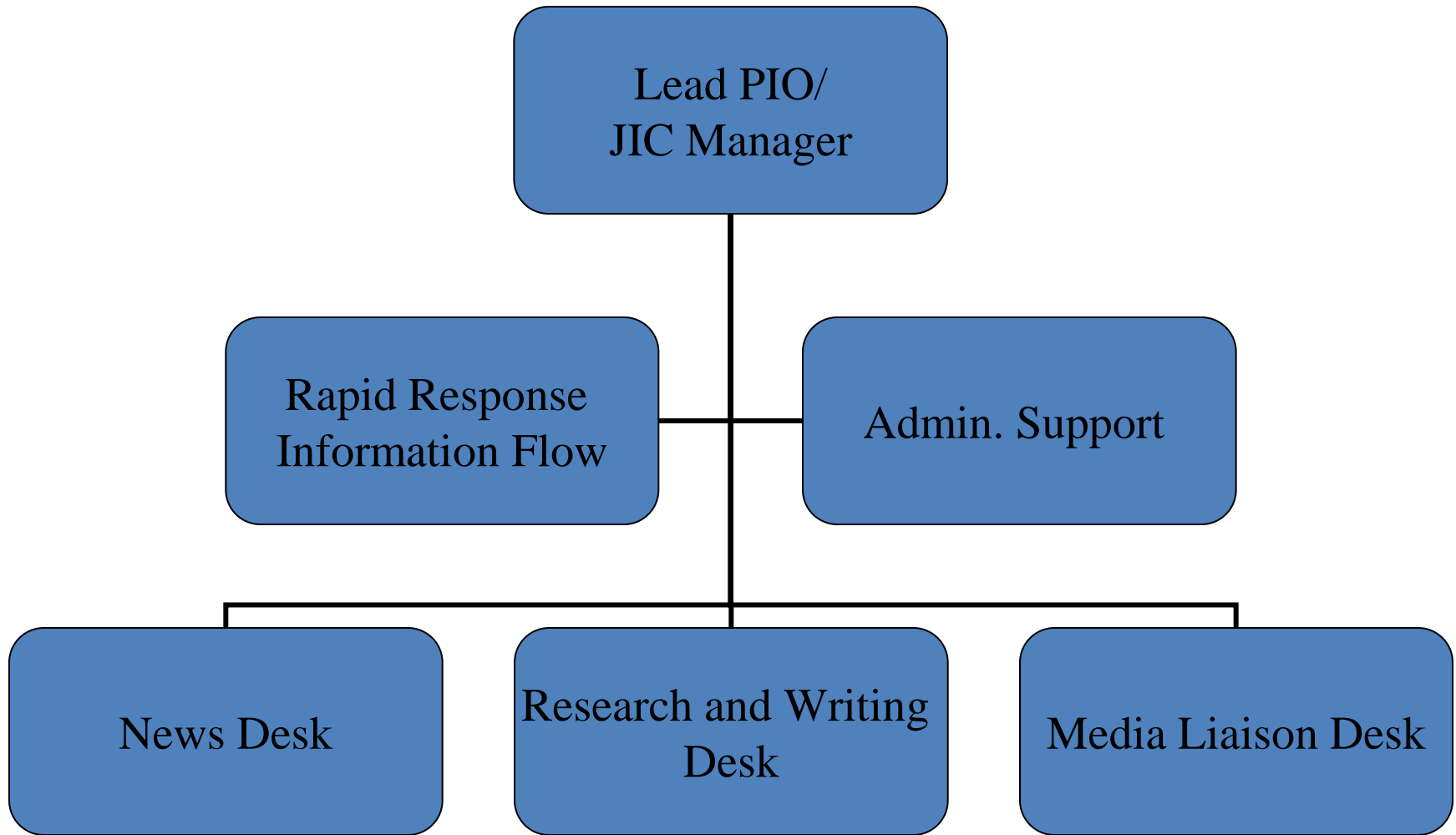
- ▶ Activated Joint Information Center (JIC) in JEOC
- ▶ Conducted weekly teleconference, Web cast and press briefings
- ▶ Updated CDPH home page, intranet
- ▶ Launched CDPH YouTube, Twitter, Facebook

Activated Joint Information Center (JIC)

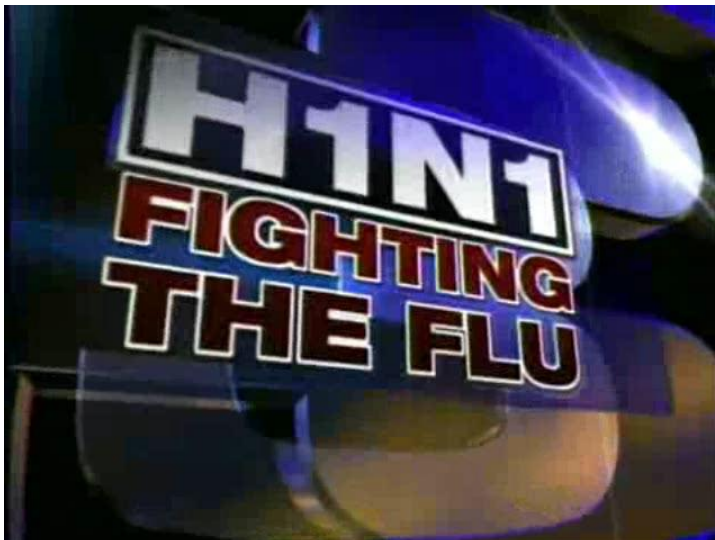
- ▶ Joint Information Center (JIC)
- ▶ Allowed for smooth flow
- ▶ Access to experts
- ▶ Learning curve steep
- ▶ Used Incident Command System



JIC organizational chart



Conducted weekly teleconference, Web cast and press briefings



Home | Programs | Services | Health Information | Certificates & Licenses | Publications & Forms | Data

GOVERNOR SCHWARZENEGGER
Visit His Website

Director Dr. Mark Horton
Welcome Message

Most Popular Links

- Birth, Death, & Marriage Certificates
- Drinking Water
- H1N1 Flu
- WIC

Quick Links

- About Us
- Decisions Pending & Opportunities for Public Participation
- Diseases & Conditions
- Job Opportunities
- Local Health Services
- Multimedia
- Newsroom

Welcome to the Department of Public Health

The California Department of Public Health is dedicated to optimizing the health and well-being of the people in California. Learn [about us](#) and meet our [director, Dr. Mark Horton](#).

Flu Vaccine Locator Find flu clinics near you

Vaccine supplies may be limited. Check availability; call ahead. Find flu shots near:

powered by Google

[VISIT FLU.GOV](#) [SHARE THIS WIDGET](#)

STOP H1N1 FIND VACCINE Text NOFLU & ur ZIP to 30644

[WWW.CDPH.CA.GOV](#)





Updated CDPH Web site, Intranet



- Added vaccine locator, video, audio, H1N1 microsite, RSS feed

The screenshot displays the California Department of Public Health (CDPH) website and its internal Intranet. The website header features a welcome message from Director Dr. Mark Horton, social media links (YouTube, Twitter, Facebook, Flickr, RSS), and a 'Waste Watchers' report link. The main content area includes a 'Welcome to the Department of Public Health' message, a 'Flu Vaccine Locator' with a search bar, and a 'STOP H1N1' banner. The Intranet section below has a navigation bar with links like Home, Employees, Financial, Forms & Publications, Technology, Services & Programs, and Strategic Planning. A sidebar on the left lists 'Most Popular Links' (Birth, Death, & Marriage Certificates, Drinking Water, H1N1 Flu, WIC) and 'Quick Links' (About Us, Decisions Pending & Opportunities for Public Participation, Diseases & Conditions, Job Opportunities, Local Health Services, Multimedia, Newsroom, Public Availability of Documents). The main Intranet content area includes a 'CDPH Intranet' header, a list of departments (CDPH-DHCS Employee Wellness, Administration, Health and Safety, Human Resources and Benefits, Information Security Office (ISO), IT Service Desk, Job Opportunities, Office of Civil Rights (OCR), Planning and Project Management, H1N1 Guidance, Document Tracking), and a 'Dr. Horton's Desk' section with links to a January 13 message, an archive, and an email address. A large banner promotes 'November's GIS (Geographic Information Systems) Day' and a 'State Employees' Food Drive'. The footer contains links for 'Healthy People 2020', 'Best of California' (2009 Winner), and '2009/10 Operational Performance Plan'.

- Intranet

Social Media

- ▶ Launched YouTube, Twitter, Facebook to provide real-time information



The screenshot shows the Twitter profile page for CAPublicHealth. The header includes the Twitter logo and the California Department of Public Health logo. The profile picture is a headshot of Dr. Horton. The bio states: "Name Dr. Horton, Director Location Sacramento, CA Web http://www.cdph.ca... Bio The California Department of Public Health is dedicated to optimizing the health and...". A tweet is visible: "Had your H1N1 vaccine yet? Find a location at <http://tinyurl.com/23s7c9l>".

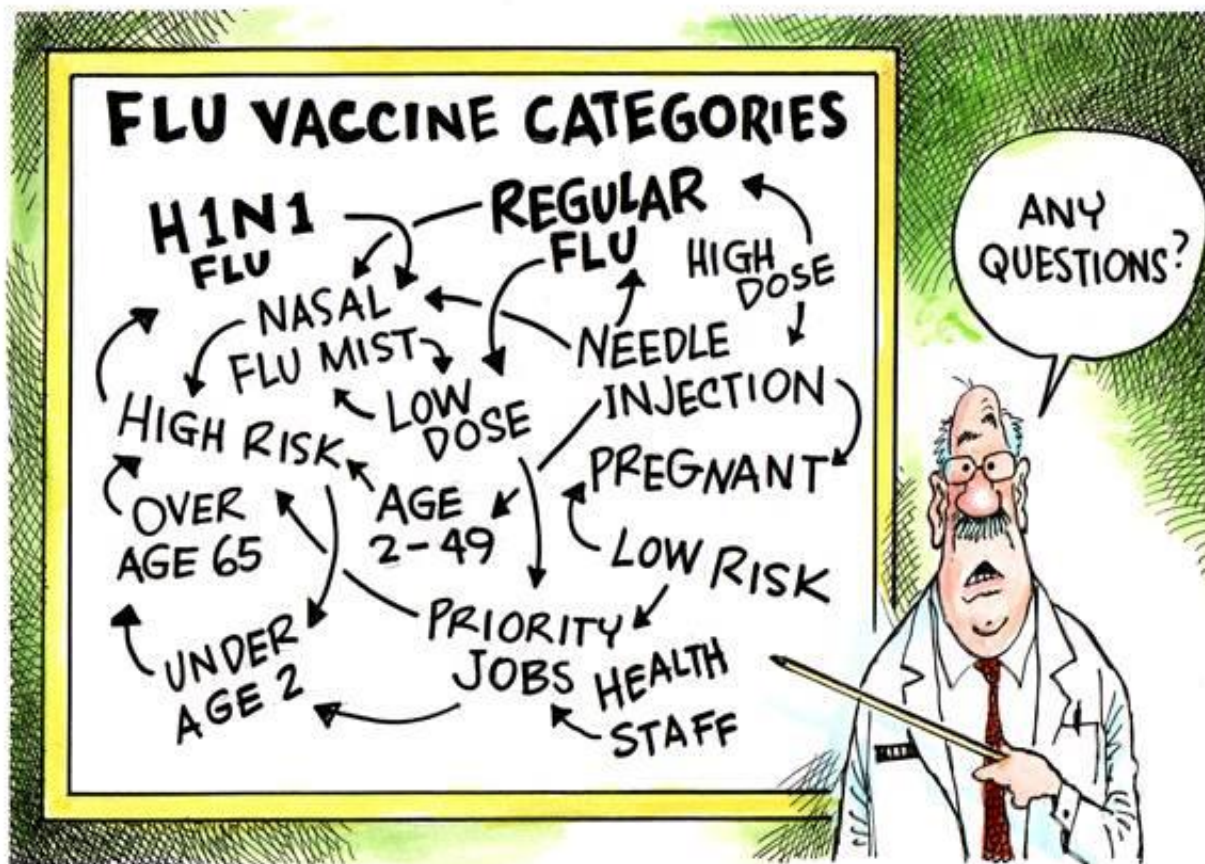


The screenshot shows the YouTube channel page for CAPublicHealth. The header includes the YouTube logo and the California Department of Public Health logo. The channel name is "CDPH Channel". The profile picture is a headshot of Dr. Horton. The bio states: "CAPublicHealth Joined: August 22, 2008 Last Sign In: 3 weeks ago Videos Watched: 295 Subscribers: 8 Channel Views: 1,484".



The screenshot shows the Facebook page for the California Department of Public Health. The header includes the Facebook logo and the California Department of Public Health logo. The page features a post from July 21, 2009, at 1:36pm, with the text: "We were thinking the same thing!". Below the post are comments from "CA Department of Public Health" and "John Reichel". The page also includes a section for "Novel Influenza A (H1N1) Virus (swine flu)" with a link to the CDPH website.

Communications Challenges



DAVE GRANLUND © www.davegranlund.com

Public Information Issues

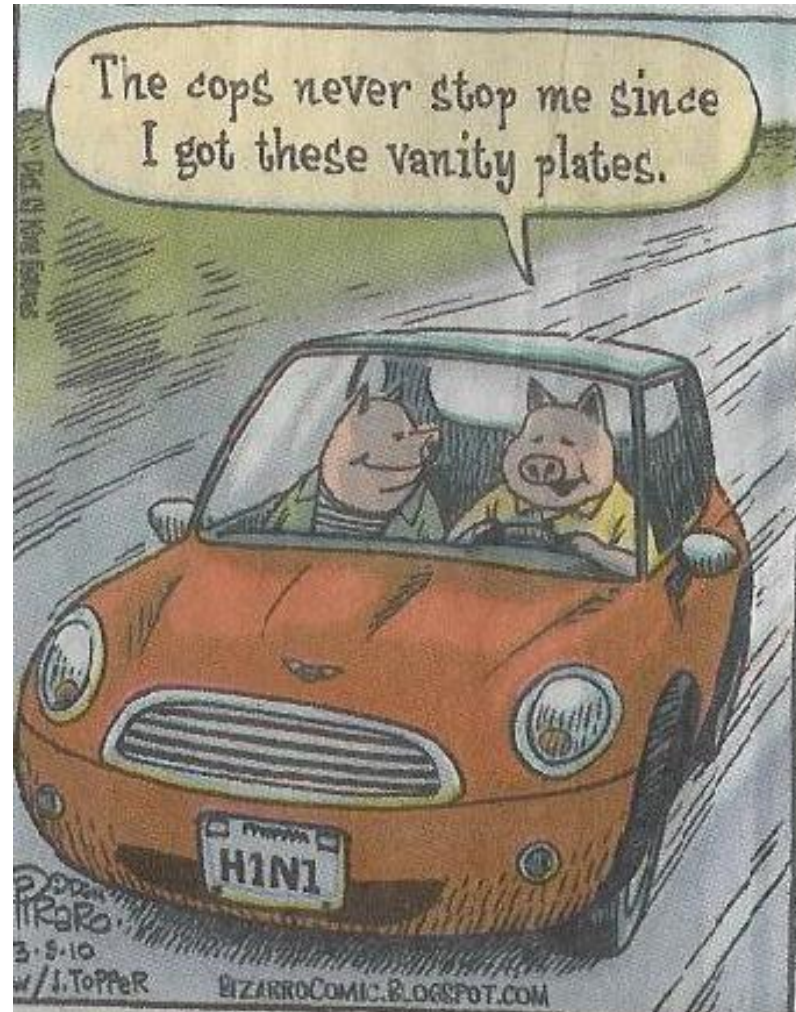
- ▶ Changing CDC Guidance
- ▶ Complex Messaging
- ▶ Messaging in Multiple Languages
- ▶ Vaccine Availability
- ▶ Vaccine Safety
- ▶ Public Records Act Requests
- ▶ Responding to inaccurate information
- ▶ JIC structure in a Public Health Emergency
- ▶ Surrogate placement
- ▶ Message fatigue

What we did well

- ▶ Predictable, regular communications with public
- ▶ Train key spokesperson in Risk/Crisis Communications
- ▶ Made a Plan... then changed it.

What we can do better

- ▶ Work with media partners
- ▶ Be more transparent
- ▶ Build public trust





Questions?
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